



COMMUNICATIONS PLAN COOL IDEAS

AUGUST | SEPTEMBER | OCTOBER

Membership Recruitment

- **Social Media Raffles** – Give away awesome prizes to people who follow you on social media by letting them enter a raffle by liking, sharing, retweeting or otherwise engaging with your social media. Write the names down on pieces of paper, draw a winner and announce it over social media!
- **New Member Spotlight** – When new members pay their dues, highlight them on social media with their photo and why they joined DECA. People love the thrill of seeing themselves recognized!
- **Chapter Meeting Videos** – Show your audience the excitement of your chapter meetings by posting highlight videos on TikTok or Instagram and sharing them with others who might be interested in joining!

NOVEMBER | DECEMBER | JANUARY

DECA Month and Conference Preparation

- **DECA Campaign Highlights** – You’re already doing excellent work in your chapter to qualify for the Membership, Promotional, Community Service and Ethical Leadership Campaigns, but make sure to highlight your activities on social media with an appropriate hashtag so others can see your great work.
- **Share Conference Excitement** – Post photos and videos from last year’s association-level and International Career Development Conferences to get people excited for competition preparation.
- **Spotlight on Success** – As your members reach milestones in their competitive event preparations, praise them on social media so they can feel the thrill of recognition and others can see the hard work they’re putting in.

FEBRUARY | MARCH | APRIL

Conferences, Conferences, Conferences!

- **Celebrate Your Victories, LIVE** – Post live updates from your association-level and International Career Development Conference showing the fun you had and the victories you achieved in real-time. Individual shout-outs for winners are especially cool!
- **Capture the Memories** – Remember to not just send out social media content with your current audience in mind, but to document moments that you can use to highlight in membership recruitment efforts at the beginning of the year.
- **Social Media Prizes** – Give opportunities for people who are NOT attending the conferences to win prizes or recognition for interacting with your accounts during conferences. For example, the 10th person to “like” a status could win a free chapter t-shirt.

MAY | JUNE | JULY

Celebrate Your Accomplishments

- **Recognize Your Supporters** – Focus on giving special attention on social media to any donors, professional or alumni members, and business partners who helped you reach success this year.
- **Party and Promote** – Have an end-of-the-year chapter banquet and share the coolest moments on social media for everyone to see the excitement in your chapter.
- **Start Building for Next Year** – Share the new DECA theme with your audience, start thinking of new ways to incorporate it into your efforts, and start planning before school is out for your social media efforts during the summer. If you’re looking for great content to share during the summer, check out DECA Direct!